

**REMARKS**

Claims 1 and 3-15 are pending in the present application. Claim 2 is herein cancelled.  
Claims 1 and 13-15 are herein amended. No new matter has been entered.

**Claim Rejections - 35 U.S.C. §§ 102 and 103**

Claims 1-5, 7, 10, 11-12 and 14 were rejected under 35 U.S.C. § 102(e) as being anticipated by **Yoshinaga** (U.S. Patent No. 6,061,038); claim 6 was rejected under 35 U.S.C. § 103(a) as being unpatentable over **Yoshinaga** in view of **Sakaguchi** (U.S. Patent No. 6,448,951); and claims 8, 9, 13 and 15 were rejected under 35 U.S.C. § 103(a) as being unpatentable over **Yoshinaga** in view of **Sato** (U.S. Patent No. 7,030,848).

Favorable reconsideration is requested.

Applicants respectfully submit that Yoshinaga does not disclose:

adjusting, individually for each color, an intensity of light incident on said display element and a light control variable in said display element, based on a detection result of the grayscale level of each color respectively

as recited in amended claim 14 and similarly recited in amended claim 15, and “an adjusting unit” for performing this function as recited in amended claims 1 and 13.

The Office Action takes the position that the minimum brightness values and maximum brightness values of the R, G and B display data in Yoshinaga are grayscale level data and that the minimum and maximum brightness values of the R, G and B display data are used to determine the emission intensity of each of R, G and B light sources. (Office Action, pages 10-11, citing col. 7, line 59 to col. 8, line 16.)

In the interview dated March 19, 2007, Applicants' representative pointed out to the Examiner that in Yoshinaga, Wmin and Wmax refer to brightness levels of a white signal for a pixel and over a frame respectively, and thus they do not indicate grayscale level.

However, the Examiner stated that Yoshinaga discloses detecting grayscale level in the dynamic brightness/image detection circuit 15. Specifically, the Examiner cited Yoshinaga at col. 8, lines 25-34 for disclosing the detection of grayscale.

Yoshinaga at col. 8, lines 25-34 states that "the brightness detection circuit detects the brightness level of image data." The Examiner takes the position that this detection of brightness level corresponds with detection of grayscale levels and that the light intensity of the display is adjusted based on the result of the detected brightness levels.

Assuming that the detection of brightness levels in the brightness detection circuit corresponds with detection of grayscale levels as alleged by the Examiner, Yoshinaga does not disclose that the grayscale level for each of R, G and B are determined and that the intensity of incident light and the light control variable are adjusted individually for each of R, G and B.

Yoshinaga discloses that each of R, G and B are adjusted the same amount based on the white signal. Yoshinaga discloses subtracting the brightness level displayed in the W field (W') from each of R, G and B to obtain R', G' and B'. (Col. 7, lines 51-57; Col. 8, lines 57-64; Fig. 1.) Yoshinaga does not disclose that the grayscale level for each of R, G and B are determined and that the intensity of incident light and the light control variable are adjusted individually for each of R, G and B. Therefore, Yoshinaga does not disclose the elements as recited in claims 1, 13, 14 and 15.

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Amendment under 37 C.F.R. §1.116  
Amendment Filed: March 28, 2007

For at least the foregoing reasons, claims 1, 13, 14 and 15 are patentable over the cited references, and claims 3-12 are patentable by virtue of their dependence from claim 1.

Accordingly, withdrawal of the rejection of claims 1 and 3-15 is hereby solicited.

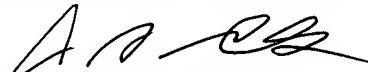
In view of the aforementioned amendments and accompanying remarks, Applicants submit that the claims, as herein amended, are in condition for allowance. Applicants request such action at an early date.

If the Examiner believes that this application is not now in condition for allowance, the Examiner is requested to contact Applicants' undersigned attorney to arrange for an interview to expedite the disposition of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

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